

IF
EVER
THERE
WAS A
PICTURE
TO LEAVE
your
audiences
with
a
good
glad
happy-go
-Laughing
feeling
This
is
the
one!

SHE COMES FROM
A ROYAL LINE
(a princess)

BUT HIS LINE
is
Better!



OLIVIA de Havilland
and ROBERT CUMMINGS
in "PRINCESS" O'ROURKE

↑ A VERY HAPPY WARNER BROS. PICTURE ↗ one of our Best Ever!

CHARLES COBURN ☆ JACK CARSON ☆ JANE WYMAN A HAL B. WALLIS PRODUCTION

Written and directed by NORMAN KRASNA

It's a
~~~~~

# MERRY, MERRY SHOW!

SO BE GAY WHEN  
YOU TELL 'EM  
ABOUT

"Princess"  
O'ROURKE



WITH THIS  
GEARED-for-Laffs  
CAMPAIGN!  
~~~~~

Starts OFF ROYALLY LIKE this →

YOUR STUNT-OF-THE-MONTH

FIND A ... YANK AND A PRINCESS

FOR A "TYPICAL AMERICAN DATE"

WIN A "TYPICAL AMERICAN DATE"

With "PRINCESS" O'ROURKE



MEN!

LADIES!

How Would You Entertain A Genu-ine, Honest - to - Goodness, Real-life Princess If She Asked To Go on a 'Typical American Date'?

How Would You Like to Be Entertained as a 'Princess-for-day' with a Handsome Escort on a 'Typical American Date'?

That's exactly what happens in "Princess O'Rourke", the happiest love story ever told—by Warner Bros.! Olivia de Havilland is a wrapped-in-ermine princess who comes to America incognito. This blue-blooded gal meets Robert Cummings, a red-white-and-blue-blooded Yank. She asks to go on a "typical American date" . . . to do just what any boy and girl anywhere in America would do on an average Saturday night out. What happens from then on is the happy-go-lovingest story in years! Now all you have to do is tell us in 100 words or less exactly how you would entertain the "princess" . . . where you would go . . . where you would eat . . . where you would dance? It's fun trying . . . and more fun if you win!

Just put yourself in the place of lovely Olivia de Havilland, who plays a very, very beautiful real-life princess in Warner Bros.' happy new love story, "Princess O'Rourke". She has just arrived in America incognito and meets the oh, so nice Robert Cummings. All she wants to do is be a typical American girl for the night—on a typical American date? Now where would you like to get prettied up? What kind of ensemble would you like to wear? What perfume would you choose? Where would you like to eat? To see a show? To dance? All you ladies have to do is write a letter of 100 words or less and plan this "typical American date" exactly as you would want it. The most interesting evening suggested will win for the lucky lady a wonderful "Princess - for - a - day" experience. Don't wait!

a Warner Hit starring
OLIVIA de Havilland
 and **ROBERT CUMMINGS**
 in "PRINCESS" O'ROURKE
 with JACK JANE
CHAS. COBURN · CARSON · WYMAN
 Written and Directed by **NORMAN KRASNA**
 << A HAL B. WALLIS PRODUCTION >>

WHAT A ROYAL PRIZE!
 One full day of entertainment on a 'typical American date' for the male escort and the 'Princess' who suggest the most interesting entertainment!

THEATRE IMPRINT

NOTE: Add details about date, judges and rules, credits for cooperating merchants and other information on the back of this throwaway.

Here's a grand way to start your campaign, with a stunt that's loaded with romance and human interest. The whole idea is fully described in the throwaway (or newspaper announcement) at left. Briefly, you invite the men and women in your town to describe the best way to spend a typical "American date." Your judges select the most interesting letters and to the writers you award exactly the kind of date they described in their winning letters. Arrange for newspaper sponsorship of this contest, or print a quantity of throwaways from the mat available at left, arranging for local merchants to distribute the throwaways. If desired, entrants may be limited to servicemen, war workers or bond purchasers only. Follow through . . .

MERCHANT COOPERATION:

Promote all prizes, such as beauty parlor treatment, flowers, dress, shoes, cosmetics, restaurant meal, royal carriage, dance admission, etc., from local merchants . . . all the things you'll need to give the winners a really typical American date. These cooperating merchants distribute throwaways and announce contest in their windows and ads. Give them credit in your lobby display and on your screen.

"HONORABLE MOON":

This is the song heard in the film which crystallizes the growing love between Olivia de Havilland and Robert Cummings. Be sure to arrange for this song to be played in honor of your own "Princess," with an appropriate announcement crediting your playdate, at the dance where the winners appear.

NEWSPAPER COOPERATION:

Be sure your local newspaper assigns a photographer to accompany the winners to make a picture story on what your town has adjudged "a typical American date for Princess O'Rourke."

OPENING NIGHT:

Wind-up of the winning couple's date is a visit to your theatre to see "Princess O'Rourke." Radio and newspaper interview following your showing should be planned.

Order "PO Promotion Mat 301B"—45c—from Campaign Plan Editor, 321 West 44th Street, New York 18, New York.

4-DAY LILTING LIMERICK CONTEST . . .

[FIRST DAY]

Free Tickets for Funny Last Lines



Mat 207-30c

This blueblooded Princess did spy
A red-white-and-blueblooded guy
Flying high up above
Never thinking of love

(Write a funny last line to rhyme with first two lines)

[THIRD DAY]



Mat 203-30c

While bathing the Princess did ponder,
That her loved one surely would wonder
At the deception she played
As an "upstairs maid"

(Write a funny last line to rhyme with the first two lines)

(Introductory Release)

Last Lines

"Princess O'Rourke"
Will Thrill Winners
With Gay Comedy

The very merry gay goings-on when a Yankee pilot and a real-life princess go wild with love in Warner Bros.' happy new comedy, "Princess O'Rourke," coming Friday to the Strand Theatre, is the delightful reward for the best last lines written for today's bright new Limerick Contest.

Starting today, and for the next three days, the Daily News will publish a lilting limerick about the happy-go-laughingest duet you've ever met — "Princess" O'Rourke, played by Olivia de Havilland, and her red - white - and - blue - blooded boy friend, Pilot Eddie O'Rourke, played by Robert Cummings.

All you have to do is write a funny last line to today's limerick, to rhyme with the first two lines. You might say, for instance:

"But it hit like a bolt from the sky!"

Then send your limerick line to the Daily News Contest Editor, together with your name and address. Remember that "Princess O'Rourke" is a gay, royal, romantic comedy—and your funny last lines should be in tempo with the film's theme.

There will be another contest tomorrow—and another on Thursday and Friday. You may enter each day's contest, but submit only one last line to each day's limerick. Twenty-five pairs of guest tickets will be awarded each day for the funniest last lines. Watch this page for list of each day's winners which will be published on Friday!



HERE'S HOW TO SET IT UP . . .

Scene illustrations are the regular scene mats available at your Vitagraph Exchange. Order them by numbers indicated under each scene. Run one contest each day for four consecutive days, offering guest tickets for best last lines each day.

For special contest heading, order "PO Contest Mat 201B" — 30c — from Campaign Plan Editor, 321 W. 44 St., New York 18, N. Y.

[SECOND DAY]



Mat 205-30c

He met a girl in a plane one day,
A real Princess—but she wouldn't say.
So his was a romance
Like Cinderella—with pants!

(Write a funny last line to rhyme with first two lines)

[FOURTH DAY]



Mat 201-30c

Love triumphed for her as she hoped,
So they kissed and then they eloped.
The Princess the same
But O'Rourke's now her name

(Write a funny last line to rhyme with the first two lines)

TEASERS TELL 'EM IT'S VERY MERRY...

Bedtime FABLE No. 1



Once there was a very, very beautiful "PRINCESS" who fell asleep in the arms of a very, very nice Yankee pilot named O'ROURKE...and they Loved Happily Ever After!
mm-mm-mm-more tomorrow!

Bedtime FABLE No. 2



When this sleeping beauty "PRINCESS" awoke one morning in the pajamas of a very nice guy named O'ROURKE She wondered and she chuckled and she Hoped Happily Ever After!
wow...wow...watch tomorrow's newspaper!

Bedtime FABLE No. 3



Once a genu-ine blue-blooded "PRINCESS" and a red-white-and-blue-blooded yank named O'ROURKE fell in love on the White House lawn... and after what happened to them, dear reader, You'll Laugh Happily Ever After!
The happiest love story ever told by WARNER BROS.

These three teaser ads can work for you any or all of these three ways:

NEWSPAPER ADS:

Place these individually for three consecutive days in advance of your regular display ad campaign. Can also be spotted in one issue, run-of-paper, with line directing attention to display ad in movie section.

THROWAWAY:

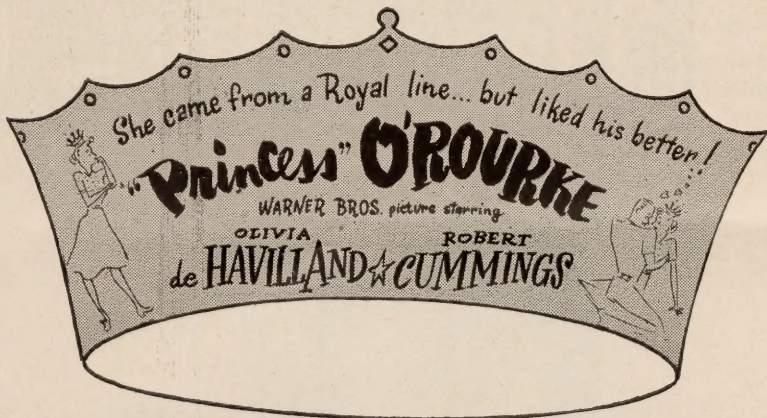
Reprint these teasers on cards, adding theatre credits, for distribution in your regular program mailings weeks before your play-date and as package inserts.

LOBBY DISPLAY:

Make blow-ups of these teasers direct from the pressbook for framed displays in your lobby and foyers. Also place these blow-ups in stores selling sleep accessories.

All three on one mat. Order "PO Teaser Mats 302-B"—45c—from Campaign Plan Editor, 321 West 44th St., N. Y. 18, N. Y.

Two Tested Novelties



CROWN BLOTTER SWELL FOR SCHOOLS, OFFICES

An unusual giveaway that's right in keeping with the spirit of your campaign . . . and inexpensive, too! Size is 3 1/2" x 6", printed in blue. Prices include your imprint. 1M—\$6.50; 5M @ \$5.50 per M; 10M @ \$5.00 per M.



'PRINCESS' DOILIES...

Ideal for restaurant bally . . . should be on every restaurant table in town! Price includes imprint. 500 for \$5.50; 1M for \$9.50.

Order each novelty direct from: Economy Novelty & Printing Co., 225 W. 39 St., N. Y.

ALL LOCAL O'ROURKES HONOR THE 'PRINCESS'

The local telephone book is all you need to get every O'Rourke in town rooting for your show. Be sure to get a special mailing off to them — and they'll tell their friends and neighbors—inviting them to meet the happy-go-lovingest gal in their clan. If there are any prominent O'Rourkes in town, you'll want to follow through with them on the idea suggested below.

Local O'Rourkes Make 'Princess' An Honorary Member of the O'Rourke Clan!

Circulate this parchment among the notable O'Rourkes in town and display it in lobby. Also follow through for newspaper story and picture showing these leading citizens signing the citation, which remains on display in lobby.

A Citation by the O'Rourkes of Ourtown

Honoring

"Princess O'Rourke"

We the members of the good and great clan of O'Rourke welcome the lovely and lovable "Princess" O'Rourke and commend her to our friends and neighbors as the bearer of happy tidings and good cheer.

"Princess" O'Rourke offers us royal entertainment to ease the strain of working for Victory, so with honor and gratitude the O'Rourkes of Ourtown are proud to accept her as our own.

Signatures of local O'Rourkes in this space

How To Get Your Man!



Olivia de Havilland, who has established an enviable record in the business of capturing male hearts, has compiled, she discloses, a list of six ways to get your man, for the benefit of her less fortunate movie sisters who seem to be destined for perpetual filmic spinsterhood.

Lovely, brown-eyed Olivia, currently practising her feminine wiles on one Robert Cummings in Warners' romantic comedy "Princess O'Rourke" admitted there may be more ways to snag a male but, she added, "if a girl can't get a man by one of these methods, then there isn't much sense in trying any more."

That Olivia is an accredited authority on the subject is undeniable after a cursory glance at her record of the last five years. Among the men whom she won and, as far as is known, kept, are Errol Flynn (oh, dozens of times), Henry Fonda, George Brent, Charles Boyer, Leslie Howard, James Cagney, Jeffrey Lynn, Fredric March and Brian Aherne.

Here Olivia illustrates how easy it is to get your man once you place him in the right category, then act accordingly.

Robert Cummings, with whom brown-eyed Olivia is co-starring in "Princess O'Rourke", is listed as a member of the Prince Charming regiment. "These are the easiest of all to get along with both on and off the screen." Says Olivia, "All a girl has to do is be fairly sweet and agreeable, and let the Prince Charming do the rest."



Jeffrey Lynn, who co-starred with Olivia in "My Love Came Back", is in a group the star chooses to call the Appealing Esthetes. "They are generally quiet chaps, with whom it is better to discuss literature than swap jokes. They'll brook no facetiousness and they expect a lady to be a lady."



The Irresistible Cavaliers come in this group. Fredric March, with whom Olivia co-starred in "Anthony Adverse" is an Irresistible Cavalier. These are distinctly the great-lover type, and hence are likely to be a little bit erratic. "The only way to deal with them," says she, "is to be casual and—if necessary—firm."



James Cagney, with whom Olivia played in "Strawberry Blonde" is classified as the Domineering Dynamo type. "Wonderful boys, these," said Olivia, "lots of bark and no bite. Kind, generous, and amenable. A smart girl can get away with murder if she just uses the old feminine appeal."



This group she calls the Gallant Cavaliers. Of these Errol Flynn (an old cinema playmate) is most representative. "The Gallant boys," the actress elucidates, "are somewhat highstrung and excitable, and a girl must not attempt to use any authority in dealing with them, but, rather, use calm and restraint."



Henry Fonda is in a group Olivia classifies as Personable Rustics. Olivia worked with Fonda in "The Male Animal". The one thing for the leading woman to guard against in this classification is injuring her man's feelings. "Those Rustics", she says, "are highly sensitive individuals. Otherwise, they are as easy to handle as kittens."

PICTURE TITLE IS TOPS FOR DEPARTMENT STORE TIE-UP

See the display manager of your leading local department store about a series of window displays based on the title of your showing. Here are three suggestions:

WINDOWS DRAMATIZE REAL-LIFE PRINCESSES:

Photos of Princesses Elizabeth of Great Britain, Julianna of the Netherlands and Martha of Greece—also O'Rourke of Warner Bros.—are used as atmosphere in windows displaying objects and fashions from these various countries.

TEASER FASHION DISPLAY:

A beautiful "royal" ensemble is displayed as an outfit "Fit for a Princess." Give it a Cinderella promotion by offering the complete ensemble to the local "princess" who meets its measurements (those of Olivia de Havilland). Here they are: Bust 32½"; Waist 23"; Hips 33"; Sleeve 23"; Skirt 41"; Neck 13½"; Shoe 4½AAA.

STORY PRINCESSES INSPIRE FASHIONS

The famous and familiar Princesses of the children's fables should serve as an inspiration for a display of fashions along "princess-style" lines. Suggest the display in windows of these Aesop Fable books together with stills and posters about the modern-day romantic fable of "Princess O'Rourke and the Pilot."

"PRINCESS" ITEMS:

Another window features "Princess" articles such as "princess-style dress"—or coat; royalty-titled perfumes and cosmetics; royal blue fashions, etc. Stills from your playdate are included in all displays, of course.

'INQUIRING REPORTER'

Use the "So You Want to be a Prince" Display idea suggested on page 9 as the basis of an Inquiring Reporter stunt for newspaper or radio. Idea is to have the Question Man ask men in uniform if they would be willing to marry Princess O'Rourke if they had to comply with the conditions set forth. The answers should be interesting and illuminating, since one condition is that the Prince-to-be must give up his American citizenship.

Royal Coach for 'Save Gas' Bally

Get a bevy of very pretty girls to ride in royal coach to your theatre on night of opening. Newspaper story and pictures hit the "save gasoline" angle. Current with run continue this street bally with a display placard reading: "We're saving gas—but there's no ration on laughs at the Strand Theatre . . . see Olivia de Havilland and Robert Cummings in 'Princess O'Rourke' . . . the happy-go-lovingest love story in years . . . at the Strand Theatre."

WESTMORE'S BIG NATIONAL CO-OP AD CAMPAIGN

The House of Westmore has scheduled an important national fan magazine ad campaign starring Olivia de Havilland in all of the major fan magazines. In addition, numerous newspaper ads will appear in various cities day and date with the picture's opening.

Most local outlets for products of the House of Westmore have display material on hand for co-op windows. Supply them with stills and posters for their windows. Also arrange for distribution through these stores of the teaser throwaway shown on pages 10-11, with co-op merchant copy imprinted on the back.

'PRINCESS O'ROURKE' SAYS . . .

Spot a number of teaser cards around your lobby and in windows of cooperating stores based on the line: "Princess O'Rourke says . . ." Some suggested sayings:

"LOVE CONQUERS ALL . . . but it won't beat the Axis. Keep buying War Bonds and Stamps."

"A STEP IN TIME SAVES LIVES . . . It's exactly 40 steps to the nearest War Bond Booth."

"HASTE MAKES WASTE—for the Axis! So hasten right over to the nearest Bond Booth and Buy! Buy! Buy!"

Illustrate these cards with star head and scene illustrations from the mats shown in the Publicity Section.



Honorable Song Gives You a Hit Music Tie-Up

The grand new tune, "Honorable Moon," was written by Ira Gershwin, Yip Harburg and Arthur Schwartz. The writers turned over the money they received from the sale of the rights to China War Relief. The publishers have prepared this special new sheet music cover crediting the picture and are advising all their dealers to work closely with local theatres on co-op promotions. Start early to get radio breaks on the song and window displays in local music shops. China War Relief is also advising all music stores and radio bands to give this song a big send-off.

For lobby or local music windows, the publishers are making available a limited supply of title sheets—FREE! Write for these to

**CHAPPELL & CO., INC.
RKO Building, Radio City,
New York, N. Y.**

3 Gay Lobby Displays . . .

STARS STEP OUT IN THIS EXCITING LOBBY SET-PIECE

You can build this one inexpensively to get over the happy-go-loving story . . . and the grand stars so delightfully in love. All the art required for this display is available in still form. Copy and art in panel may be enlarged from ad 308 on page 4a of inserted ad section.

Order "PO Set-Piece Stills" — set of 2 — 20c — from Campaign Plan Editor, 321 West 44th Street, New York 18, New York.

ANOTHER NOVEL DISPLAY IDEA

This unique idea is interestingly presented this way . . . with a special eye for its appeal to the male patrons. Idea is based on a sequence in the film which builds up to the surprise climax. All stills are available.

Order "PO Display Stills" — set of 7 — 70c — from the Warner Bros. Campaign Plan Editor, 321 West 44th Street, New York 18, New York.

AN EASY-TO-MAKE DISPLAY

Just enlarge Still PO 319x and add the copy as shown in the illustration here. If a screen effect is desired, you can get the whole display by enlarging ad 401 on page 1a of the inserted ad section. Order "Still PO 319x"—10c—from Campaign Plan Editor, 321 W. 44 Street, N. Y. 18, N. Y.

BUILD UP THIS DISPLAY THIS WAY: Mount the enlargement on a wall in lobby and on one side of it place a "throne," and on the other a comfortable easy chair with pipe, slippers and newspaper. A small card between the two types of thrones reads: "Princess O'Rourke made the jump (arrows point from throne to easy chair) in one easy kiss."

2 Teaser Lobby Ideas

Start talking about the "Princess" weeks before your opening . . . these ways: 1) Place a runner of red carpet leading to a lobby display with a sign on it saying: "Reserved for the arrival of 'Princess O'Rourke'"; 2) Place a "throne" near box-office with sign stating, "Reserved for 'Princess O'Rourke'". "Princess" arrives opening day to sell war bonds.

ACCORDION-FOLD LOBBY DISPLAY TELLS THE GAY ROMANTIC STORY

On the next page you'll see an intriguing accordion-fold novelty giveaway that should also make an eye-catching lobby display. You can enlarge the art direct from the pressbook for a large wall-length accordion-fold set-piece, adding color for extra effect. If desired, each unit can be mounted separately in a 40" x 60" frame and placed in sequence along the lobby wall.

WARN 'EM ABOUT WHAT THEY MAY MISS

There's a box of teaser copy in ad 307 on page 3a of the inserted ad section which should also be placed in your lobby. Spot this copy either as a separate display or somewhere on your other displays.

SPOT DRAWINGS FOR ADS, DISPLAY

All the spot drawings and several of the title and star name art treatments are available on this 8" x 10" still for use by you in your ad and display make-ups. Various ways to use these art spots in displays and ads are suggested throughout this press book. They'll also help your staff artist in planning your theatre front.

Order "Special PO Art Still"—10c—from Campaign Plan Editor, 321 West 44th Street, New York 18, N. Y.

... YOUR TEASER THROWAWAY ... ANOTHER

She's a blue-blooded princess... he's a red-white-and-blue-blooded Yankee




The Fabulous **FABLE** of
"Princess"
O'ROURKE

The happiest story ever told by
WARNER BROS.

Just like Cinderella... with pants!




NICE there was a genuine dyed-in-the-ermine princess. Like all princesses she was very, very beautiful. In fact she was as beautiful as



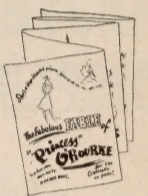
Olivia de Havilland

And then there was also a genu-wine, dyed-in-the-blue-serge American. Like all Americans, he was a very nice guy. As nice, in fact, as



Robert Cummings

... HERE'S HOW TO USE IT: Distribute these through lobby and mail lists . . . also as package inserts via cooperating stores, and especially in book stores, women's shops, restaurants, beauty shops and in schools and offices. The appeal of this throwaway is keyed especially for the ladies, so make a special effort to give it maximum circulation in those places catering to the fairer sex. Here's how it accordion-folds → → →



Local Girls Describe Their 'Ideal Man'; Name Winner 'Princess O'Rourke-for-a-Day'

Prepare a number of these giveaway cards for distribution to femme patrons in your lobby. Idea is based on scene in film where Olivia de Havilland and Charles Coburn describe the kind of man the "Princess" should marry. Have a local feminine celebrity select the best "ideal man" described by contestants and to the winner you award a full day of entertainment with a serviceman escort as the "Princess O'Rourke-for-a-day." Give this a big lobby bally and get a follow-up newspaper story on the winner and an analysis of the composite "ideal man" of your city. Tie in men's shops for window displays.

If I, (name and address) were

"PRINCESS O'ROURKE"

my "ideal man" would be described as follows:

Occupation:

Age: Complexion: Hair:

Weight: Height: Eyes:

Talent:

Type of clothes he'd wear:

Things he'd like:

Characteristics:

Financial status:

Meet Olivia de Havilland's "ideal" . . . she's "Princess O'Rourke," he's Robert Cummings, in the happy Warner Bros.' hit coming to the Strand Friday.

Your Warner Trailer

A tantalizing taste of the stock of surprises in store for your patrons when they see "Princess O'Rourke" is delightfully dished out in the happy Warner trailer. If you want to give the trailer a special send-off, throw on the house lights, sound off with a trumpet and then darken your house for the trailer showing.

Play It Often! Book It Early!

at your
Vitagraph Exchange

HONOR 'FALLA,' AMERICA'S MOST FAMOUS SCOTTIE DOG

In the history of motion picture dogs, Rin Tin Tin played Rin Tin Tin and Asta played Asta. But it remained for the unsung dog actor now known as "Prince O'Rourke" to bring to the screen an unforgettable performance as Falla, President Roosevelt's famous Scottie, the first dog to impersonate another famous dog on the screen. Why not get the local Tailwaggers, Humane Society or ASPCA to honor "Prince O'Rourke" with a statue in the shape of a bone. Should make good newspaper copy. You might also run a "Princess O'Rourke Dog Show" limited to black Scotties, awarding a "Falla Trophy" to the dog voted best by competent judges.

ER GAY WAY TO SAY THE FILM IS SWELL!



And so it happens—and keeps getting better and better—that after this beautiful princess arrives in America incognito, she opens her royal blue eyes one morning in a strange apartment and in pajamas owned by that good-looking American guy.



Although she comes from a royal line, she thinks his line is better...



and what goes on from there makes one wonderfully different, double-rich de luxe delight!

And so you, dear reader, will roar till you get home—then you'll chuckle in your sleep—and Laugh Happily Ever After!

After you see

OLIVIA de Havilland
and ROBERT CUMMINGS
in "PRINCESS" O'ROURKE

CHARLES COBURN * JACK CARSON * JANE WYMAN
A HAL B. WALLIS PRODUCTION Written and directed by NORMAN KRASNA

WARNER'S VERY HAPPY HIT!

IMPRINT

... TWO WAYS TO GET IT:

If you prefer to get the printed throwaways, complete with your theatre imprint, order these at 1M—\$6.00; 5M @ \$5.50 per M; 10M @ \$5.00 per M, from ECONOMY NOVELTY & PRINTING CO., 225 West 39th Street, New York City. Price includes your imprint. Those theatres which prefer to print these locally may order "PO Throwaway Mat 901-B"—\$1.00—from Campaign Plan Editor, 321 West 44th Street, N. Y. 18, N. Y.

TEASER PROCLAMATION FOR WAR BOND DRIVE

Royal Proclamation

(Illustrate Mat 201 here)

LOVE CONQUERS ALL

... But it won't Beat the Axis!

BUY WAR BONDS

Says "PRINCESS O'ROURKE"

(Played by Olivia de Havilland with Robert Cummings)

NOW AT THE STRAND THEATRE
(Where you can buy bonds any day.)

Print a quantity of these posters locally for spotting in store windows, on poles and fences, and for display in Civilian Defense offices and stations. The copy, though light-hearted, tells a striking message and is sufficiently different from most war bond posters to be especially appealing. Suggested mat for illustration is on page 14. You might also wish to make small-size reprints for package inserts.

WOMEN'S DEFENSE GROUPS



This still shows the CDVO in action, as seen in the picture. Order "Still PO 81"—10c—from the Warner Bros. Campaign Plan Editor, 321 West 44th Street, New York 18, New York.

There is a humorous though eloquent sequence in the story which describes the war activities of a typical neighborhood OCD headquarters. Peg a tie-up with your local CDVO or AWVS organization to set up a recruiting or demonstration booth in lobby, using the CDVO still from the picture as your tie-in. Also mount these same stills on cards for display in local AWVS headquarters and neighborhood recruiting offices.

RADIO ANNOUNCEMENTS

ONE-MINUTE:

Ladies and gentlemen, listen to the year's happy-go-lovingest film fable . . . Once there was a genuine dyed-in-the-ermine princess. Like all princesses, she was very beautiful. In fact she was as beautiful as Olivia de Havilland. And then there was also a genu-ine, dyed-in-the-blue serge American. Like all Americans he was a very nice guy. As nice, in fact, as Robert Cummings. So what should happen but they go for each other like anything, and Oh, boy oh boy, oh boy, it's the biggest, gayest, happy-go-laughingest comedy that ever came your way . . . and it's called "Princess O'Rourke." Now "Princess O'Rourke" is really and truly the most delightful love story ever told by Warner Bros.—and you can see it starting tomorrow at the Strand Theatre. So put on your best smile, take along your loudest laughs, and c'mon along for a royal good time with "Princess O'Rourke," a swell gal. Remember the name, "Princess O'Rourke" at the Strand Theatre, starting tomorrow.

30-SECONDS:

Men? Do you twitch? Do you twitch sideways, or up-and-down . . . or both ways? Now there was once a guy with a long royal title who twitched. After all you couldn't expect a genuine 24-carat princess who looks as luscious as Olivia de Havilland to go for this guy who twitched. Especially when there happened to be a young and good-looking guy like for instance Robert Cummings . . . who did not twitch! So that's how it starts and from then on gets better and better and better until you're limp from laughing at Warner Bros.' royal, romantic treat, "Princess O'Rourke," which you can see—and must see—today at the Strand.

15-SECONDS:

A really and truly wonderful hit will gladden your heart today at the Strand Theatre. It's Warner Bros.' "Princess O'Rourke" starring Olivia de Havilland and Robert Cummings in the story of a princess who came from a royal line—but went for an American's. You'll love every minute of "Princess O'Rourke." See it at the Strand.

15-SECONDS:

Ladies and gentlemen, boys and girls . . . if ever there was a motion picture to leave you with a good, glad, happy-go-lucky feeling, it's "Princess O'Rourke," co-starring Olivia de Havilland and Robert Cummings, which is now showing at the Strand Theatre. We honestly can't find words to tell you how big and lovable it is. So see it for yourself. "Princess O'Rourke"—at the Strand.

'PRINCESS O'ROURKE' OPENS FRIDAY AT STRAND THEATRE

A fresh and charming picture that hits just the right note of relief from the stresses of these times is the new Warner Bros. comedy, "Princess O'Rourke," which begins its local engagement Friday at the Strand Theatre.

Directed by Norman Krasna, one of Hollywood's top flight scenarists, "Princess O'Rourke" marks that writer's initial bow as a director. And adding to the general propitiousness of the occasion, Mr. Krasna also wrote the story, a frothy comedy of errors that sparkles with wit and charm.

Olivia in Princess Role

Key characters in the yarn are Olivia de Havilland and Robert Cummings, who star in the romantic story. Olivia is in the role of a royal Princess in exile.

Bored and unhappy, she spends her days in a luxurious New York hotel suite. To get her out of "that mood" her guardian uncle, played by Charles Coburn, sends her on a plane trip to California. Since plane travel terrifies her, Maria fills herself with sleeping pills and when the plane runs into heavy fog and turns back to New York, the Princess is in deep slumber.

Co-pilot Eddie O'Rourke (Robert Cummings) tries frantically to awaken her, and when all efforts fail, he enlists the aid of his friend's wife to put her to bed. The Princess awakens to find herself in love with Eddie and after a few dates he proposes marriage. Under the impression that she is a penniless refugee Eddie brushes aside her refusals and won't take no for an answer.

Sanctions Marriage

The Princess finds herself in quite a predicament. How to break the news to Uncle! But good old Uncle comes to the rescue nobly. He's known all about her love through the reports of a secret service man and grants his approval. Though Eddie is not of royal blood, he comes of a family rich in the production of sons. Such a prolific male strain delights Uncle and the marriage is heartily sanctioned.

Informed that his penniless refugee is a royal Princess, Eddie falls into an unhappy daze, where he uncomfortably remains until he is informed that he must give up his American citizenship to become a Prince Consort. He rebels, quarrels with Uncle and the marriage is off.

But Uncle did not reckon with Maria. With the help of the famous White House Scottie, Falla, and the President of the United States, Maria and Eddie are married in the night by a sleepy Supreme Court Justice.

Besides Charles Coburn, the supporting cast of "Princess O'Rourke" includes Jack Carson and Jane Wyman.

'Princess O'Rourke' At Strand Friday

Warner Bros.' sparkling comedy, "Princess O'Rourke," will be the Strand Theatre's next attraction, opening there on Friday. Olivia de Havilland and Robert Cummings are co-starred in the picture which includes Charles Coburn, Jack Carson and Jane Wyman in the supporting cast. Norman Krasna wrote and directed the production.



**Now—
STEP OUT with
PUBLICITY**

'PRINCESS O'ROURKE,' ROMANTIC COMEDY, AT STRAND TODAY

Moviegoers should have no difficulty in warming up to the new Warner Bros. picture "Princess O'Rourke," which has its premiere at the Strand Theatre today.

The film starring Olivia de Havilland and Robert Cummings is a storehouse of fun—jammed with all the ingredients that make for outstanding entertainment.

The lovely Olivia is cast as Maria, a royal Princess in exile. Cooped up in her luxurious suite in a swank New York hotel, she suffers from ennui. Under the constant surveillance of her guardian uncle, the Princess doesn't have too much fun until she's sent on a plane trip to California. The plane, however, never reaches the West Coast. After only a few hours a heavy fog turns it back to New York harbor.

Too Many Sleeping Pills

By this time the beautiful Princess is sound asleep, having plied herself with enough sleeping pills to put her out for two days. Lucky for her, young Eddie O'Rourke, the co-pilot, was there to take her under his wing. For Eddie was a good boy, reared right, so he sent the sleeping beauty to his apartment in the care of his friend's wife.

Imagine Maria's surprise when she awakened amidst thoroughly masculine surroundings! And, to complete her mystification, a series of placards hung about the room pleading for a date that afternoon. The Princess was intrigued, so she went home with some cock-and-bull story about where she spent the night—then set out to meet Eddie.

To nobody's surprise, of course, Maria and Eddie fall in love. The complications that ensue in Eddie's courtship and his state of prolonged shock when he discovers she is a real Princess make for hilarious laughter. But boy gets girl in the end, and everybody, except Uncle, is very happy.

"Princess O'Rourke" was directed by Norman Krasna, who also authored the story. Krasna, for many years has been one of Hollywood's top scribes. A strong supporting cast, headed by Charles Coburn, Jack Carson and Jane Wyman, includes Minor Watson, Gladys Cooper, Harry Davenport, Ray Walker, Ruth Ford, Julie Bishop, Curt Bois and Frank Puglia.

Comedy Opens Today at Strand

"Princess O'Rourke," the new Warner Bros. comedy starring Olivia de Havilland and Robert Cummings, will start its local engagement at the Strand Theatre today. Directed by Norman Krasna, the film is an escapist comedy, with overtones of timely realism.

"Princess O'Rourke" marks Krasna's bow as a director, although he has been recognized for several years as a foremost member of Hollywood's young writing fraternity. Among his best-known screen plays are "Bachelor Mother" and "The Devil and Miss Jones."

A strong supporting cast features Charles Coburn, Jack Carson and Jane Wyman. Others in the cast include Minor Watson, Gladys Cooper, Harry Davenport and Nan Wynn.

OLIVIA de HAVILLAND, ROBERT CUMMINGS IN STRAND FILM

A gay and sparkling comedy, starring Olivia de Havilland and Robert Cummings will be the new screen offering at the Strand Theatre Friday. Entitled "Princess O'Rourke," the new Warner Bros. attraction promises something special in the way of light comedy.

The story has to do with a real Princess, exiled in New York, who meets up with an American lad named Eddie O'Rourke. She sees him on the sly, they fall in love, and Eddie, not knowing she is a Princess, proposes marriage. Her guardian Uncle gets wise to the affair, and, surprisingly, sanctions the marriage.

The fun really gets furious when Eddie discovers that his girl friend is a royal Princess and that he has been approved as the Prince Consort. Taking off for Washington for a royal wedding, things begin to happen when Eddie discovers that he must give up his American citizenship to marry the girl. However, in the end, boy gets girl and everybody, including the President of the United States, is happy.

Hal B. Wallis Production

"Princess O'Rourke," a Hal B. Wallis production, was written and directed by Norman Krasna, marking the first time the well-known author of such hits as "Bachelor Mother," "Mr. and Mrs. Smith" and "The Devil and Miss Jones" has handled both assignments.

Featured in the cast besides Miss de Havilland and Robert Cummings are Charles Coburn, as the Uncle, Jack Carson and Jane Wyman as the married couple who set the example for the stars, Harry Davenport, Gladys Cooper, Minor Watson and Curt Bois.

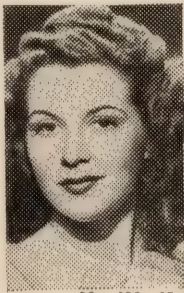
Nan Wynn, popular singer, appears in a specialty sequence in the production, introducing the song, "Honorable Moon," which Arthur Schwartz, Ira Gershwin and E. Y. Harburg wrote for China Relief. Rounding out the cast are Ray Walker, David Clyde, Nana Bryant, Nydia Westman, Ruth Ford, Julie Bishop and Frank Puglia.

Strand Theatre Holds Comedy

"Princess O'Rourke," the Strand Theatre's current light comedy, will continue its engagement there for a second week. Olivia de Havilland and Robert Cummings are co-starred in the production which includes Charles Coburn, Jack Carson and Jane Wyman in its featured cast.

The film is a modern Cinderella story in reverse with an airlines pilot (Cummings) falling in love with Maria (Miss de Havilland), a princess whose mythical country has been occupied but who poses as a penniless refugee seeking a job as an "upstairs maid."

Norman Krasna wrote and directed the production. Harry Davenport, Gladys Cooper, Minor Watson, Curt Bois, Ruth Ford, Julie Bishop and Frank Puglia also appear in the film.



Julie Bishop
Mat 106-15c

THE CAST

Princess Maria.....	Olivia de Havilland
Eddie O'Rourke.....	Robert Cummings
Uncle.....	Charles Coburn
Dave.....	Jack Carson
Jean.....	Jane Wyman
Supreme Court Judge.....	Harry Davenport
Miss Haskell.....	Gladys Cooper
Mr. Washburn.....	Minor Watson
Singer.....	Nan Wynn
Count Peter de Chandome.....	Curt Bois
G-Man.....	Ray Walker
Butler.....	David Clyde
Mrs. Mulvaney.....	Nana Bryant
Mrs. Bower.....	Nydia Westman
Clara Stillwell.....	Ruth Ford
Stewardess.....	Julie Bishop
Greek.....	Frank Puglia
Greek's Wife.....	Rosina Galli
Mrs. Pulaski.....	Ferike Boros
Delivery Boy.....	Dave Willock
Elevator Man.....	John Dilson
Stranger.....	Edward Gargan

SYNOPSIS

In a luxurious hotel suite in New York exiled Princess Maria (Olivia de Havilland) is bored and unhappy. Her refusal to marry a royal suitor selected by her guardian uncle (Charles Coburn) leads him to send her to San Francisco for a change of scene and, perhaps, a change of heart.

On a Westbound airplane the Princess takes too many sleeping pills and when fog turns the plane back to New York the co-pilot Eddie O'Rourke (Robert Cummings) cannot waken her. Enlisting the aid of Pilot Dave (Jack Carson) and his wife, Jean (Jane Wyman) the sleeping beauty is put to bed in Eddie's apartment. She meets him that afternoon. Making up a story as she goes along she leads Eddie to believe that she is a penniless refugee. Eddie proposes marriage and won't take no for an answer.

Gathering information about Eddie, Maria's uncle is impressed by the preponderance of boys in his family. Unknown to Maria he decides the marriage will be a propitious one. Telling Maria of his decision, he has her bring Eddie to the suite where he is made aware that Maria is a very real and very rich princess. The news stuns him, and in a daze he permits himself to be taken to Washington to prepare for the royal marriage. It is at the White House that Eddie finally rebels when he learns that one of the conditions of the marriage is that he give up his American citizenship. He quarrels with the uncle and the wedding is cancelled. But while the uncle sleeps, Eddie and Maria, who is eager to be plain Mrs. O'Rourke, get married with a rudely awakened Supreme Court Justice officiating.

(Running Time: 94 minutes)

PRODUCTION

A Hal B. Wallis Production

Written and Directed by Norman Krasna; Director of Photography, Ernie Haller, A.S.C.; Film Editor, Warren Low; Art Director, Max Parker; Sound by Stanley Jones; Gowns by Orry-Kelly; Makeup Artist, Perc Westmore; Set Decorations by George James Hopkins; Music by Frederick Hollander; Musical Director, Leo F. Forbstein; "Honorable Moon" (Lyrics by Ira Gershwin and E. Y. Harburg, Music by Arthur Schwartz).

'PRINCESS O'ROURKE,' NEW STRAND FILM, HAS NO VILLAIN

"Princess O'Rourke," the Strand Theatre's current attraction, is a photoplay without a villain—at least, the villain never materializes. He's an abstraction. That's the way Director Norman Krasna explains it, and he ought to know. He wrote the screenplay.

"It's this way," said Krasna. "Olivia de Havilland is a royal princess, an exile from her kingdom. Robert Cummings is a young American pilot. They are in love and are about to be married, when Cummings is confronted with the problems of being a prince consort. It means, among other things, that he will have to give up his American citizenship.



Nan Wynn
Mat 107-15c

Situation Is Villain

"So he balks at the marriage and Olivia blows up. That's where the trouble comes in. You can see that the villainy stems not from a person or a thing, but from a situation."

Krasna doesn't believe in movie villains.

None of his recent screenplays has employed the services of an evil-doer. In "The Devil and Miss Jones," one of his most successful films, there was nary a "heavy." Nor was there in "Bachelor Mother."

"In the first place," Krasna said, "sinister screen characters are likely to be phoney. Not because they are so wicked, but because they really aren't wicked enough. The screen—at least the American screen—dares not be so realistic as to portray human villainy as it actually is. Nobody would believe it."

There are a few exceptions to this, Krasna admits. Mrs. Danvers in "Rebecca," he says, was an honest-to-goodness villain. So was Javert in "Les Miserables," and so were Conrad Veidt in "Escape" and Gene Lockhart in "Algiers."

Admires Blackguards

Krasna, however, holds movie blackguards in deep admiration. "They are nearly always good actors," he said. "They have to be. And also they invariably incur the prejudice of the movie-going public, and they are easily typed.

"And another thing. You never heard of a villain winning an Academy Award, did you?"

"Princess O'Rourke" marks the first time Krasna has doubled up on his assignments—writing and directing. Miss de Havilland and Robert Cummings are co-starred in the production with Charles Coburn, Jack Carson and Jane Wyman heading the supporting cast.

'Princess O'Rourke' Starts Today

The Strand Theatre's current feature attraction is "Princess O'Rourke," a romantic comedy starring Olivia de Havilland and Robert Cummings. Charles Coburn, Jack Carson and Jane Wyman head the film's supporting cast. Norman Krasna wrote and directed the production.

(Prepared Review)

'Princess O'Rourke,' Gay Comedy, Strand Theatre's New Attraction

"PRINCESS O'ROURKE"; a Hal B. Wallis production; written and directed by Norman Krasna; a Warner Bros.-First National picture presented at the Strand Theatre with the following cast:

Princess Maria.....	Olivia de Havilland
Eddie O'Rourke.....	Robert Cummings
Uncle.....	Charles Coburn
Dave.....	Jack Carson
Jean.....	Jane Wyman
Supreme Court Judge.....	Harry Davenport
Miss Haskell.....	Gladys Cooper
Mr. Washburn.....	Minor Watson
Singer.....	Nan Wynn
Count Peter de Chandome.....	Curt Bois
G-Man.....	Ray Walker
Butler.....	David Clyde
Mrs. Mulvaney.....	Nana Bryant
Mrs. Bower.....	Nydia Westman
Clara Stillwell.....	Ruth Ford
Stewardess.....	Julie Bishop
Greek.....	Frank Puglia
Greek's Wife.....	Rosina Galli
Mrs. Pulaski.....	Ferike Boros
Delivery Boy.....	Dave Willock
Elevator Man.....	John Dilson
Stranger.....	Edward Gargan

Olivia de Havilland and Robert Cummings head a royal recipe for romantic merriment in the new Warner Bros. production, "Princess O'Rourke," which opened last night at the Strand Theatre. With Charles Coburn, Jack Carson and Jane Wyman and a smart lot of supporting players the effervescent comedy is skilfully played for a steady succession of laughs.

Coburn is "uncle" again, this time to lovely Princess Maria (Olivia de Havilland), daughter of royalty-in-exile. He finds it difficult to suit her with an appropriate Prince Consort and sends her for a rest and change of scene to California by plane. Because she fears heights, he suggests sleeping pills. Sleep is elusive so, one by one the solicitous plane crew ply her with additional doses.

Plane Turns Back

By the time unfavorable weather conditions turn the plane back to New York, co-pilot Eddie O'Rourke (Robert Cummings) finds an anonymous sleeping beauty on his hands. To awaken her in order to discover her identity he tries walking her around, and the "cup of black coffee" method. But in misdirected kindness the coffee-shop proprietor loads the drink with more sleeping pills, so there's nothing to do but to park his sleeping beauty in care of Pilot Dave's (Jack Carson) wife until she can return to consciousness.

The lovely Princess awakens in a strange apartment, Eddie's, plastered with ardent notes demanding a date. Curious about her absent host, she keeps the date. Cautious as well, she also keeps her incognito. The complications that ensue in Eddie's courtship



Mat 201-30c

Robert Cummings and Olivia de Havilland are co-starred in Warner Bros.' gay, romantic comedy, "Princess O'Rourke," which started its engagement yesterday at the Strand Theatre.

are gaily handled in the best vein of frothy farce. They culminate in the revelation that his sleeping beauty is a genuine Princess, and, furthermore, that he has been approved as her Prince Consort.

Eddie, stunned into a mental blackout, is carried off to Washington to be married in state at the White House. He listens as the man from the State Department teaches him the protocol, demeanor and duties of a Prince Consort. But when he's told that he'll have to give up his American citizenship, he wakes up and rebels. The royal wedding is cancelled, whereupon Maria rebels and elects to be a married commoner rather than a spinster Princess.

Olivia de Havilland is delightful as a beautiful, demure but not so dumb Princess, and teams neatly with Robert Cummings as the ardent if befuddled swain. Charles Coburn's dry drollery is, as usual, superb, while Jack Carson proves himself a master in his

own style of clowning. Jane Wyman deftly and surely joins in the fun.

A superb supporting cast includes such established favorites as Harry Davenport as the Supreme Court Judge who is called in at the eleventh hour to perform the nuptial ceremonies, Curt Bois as the royal suitor for the Princess' hand, Gladys Cooper, Minor Watson, Nana Bryant, Ruth Ford, Julie Bishop, Frank Puglia, Ray Walker, Nydia Westman and Edward Gargan.

In his first directing job, Norman Krasna, long a top flight scenarist, has done right by himself and his own story. He has kept it moving and bubbling with a sure hand and a gay and spirited cast, which doesn't lose a single one of the story's thousand laughs. Nan Wynn's warm and husky delivery of "Honorable Moon," a song by Arthur Schwartz, Ira Gershwin and E. Y. Harburg, points it up as prime hit-parade material.

of course, I DO take baths and I can bark like a dog and chirp like a canary, but heretofore I've always been so modest and demure in my film characterizations that I shudder to think what people will say about me now."

Although recently Miss de Havilland has gone on record as rebelling against "nice girl" roles, the fact remains, she says, that this very quality in her portrayals was instrumental in her success.

Nice girls, she continued, can last for only so long on the screen, and then their Pollyana roles and their Pollyana dispositions begin to pall on the public. The first thing you know, they are—to put it crudely—washed up.

Janet Gaynor, Miss de Havilland believes, is the most successful of all cinema nice girls, with the possible exception of Mary Pickford, who, of course, functioned during a period when nice

girls were inevitable—for a movie actress there was hardly any other choice. Nowadays, though, a good actress may, depending on her personal talent, temperament, or desire, become typed as a witch, a nice girl, a shrew—or all of them.

As far as her own nice-girl screen career is concerned, Miss de Havilland believes it stems from the fact that she is fundamentally and by nature a quiet, modest young woman. And that, no doubt, is one reason for her distress at what people will think when they see her unfamiliar antics in "Princess O'Rourke."

"I feel much the same," she said, "as the time when I was attending a convent in Belmont, California, and was forced to write on the blackboard 100 times the following statement: 'I will in the future be modest and will not display my bloomers while playing basketball.'"

Comes the Draft and Charles Coburn Becomes 'a Glorious Apollo of a Man'

Charles Coburn has discovered that glamor begins at 60.

It all happened when Coburn, currently appearing in Warner Bros.' "Princess O'Rourke," now at the Strand Theatre, received a fan letter from a woman in Ohio who described herself as "fat, fortyish and available." She referred to her screen idol (C. Coburn, that is) as "a glorious Apollo of a man."

She also coyly pointed out that it would be all right if Coburn sent her a photo, "because I'm a widow, and I know you're a widower."

Coburn is modest about it, though.

"It's not my big brown eyes," he said. "It's just that all the young men are in the army."

"By next year at this time, I expect to be playing juvenile leads again."

THERE'S MORE TO SCREEN BATH THAN MEETS THE EYE

In delicacy of treatment, screen baths have no equal. There's something sacred about the bathroom that even Hollywood movie writers dare not defile. On the other hand, though, baths (either tub or shower) are sometimes quite as necessary on screen as off, and, besides their service to story progression, they may be used also for purposes of comedy or of allurements, depending, of course, on the bather.

Norman Krasna, the writer-director, who is becoming something of an authority on movie bathing, was directing Olivia de Havilland in a bathroom sequence for Warner Bros.' "Princess O'Rourke," his own story, opening Friday at the Strand Theatre.

Two Main Rules

"As far as problems of the scene were concerned," said Krasna, "I simply observed two main rules: keep the bathwater cloudy with milk and keep it up fairly high on Miss de Havilland's shoulders."

Krasna didn't use bubbles in the star's bath, because "that's been done so often it's practically a plumbing cliché."

"Funny thing," continued Krasna, "but an actress may be a great deal more undressed in a swimming suit, a décolleté evening gown, or even shorts, and still be considered decent. But the minute you get her in a bathtub, you've got to keep her well covered."

In "The Gay Sisters," Barbara Stanwyck appears silhouetted behind the glass door of a stall shower. Her head and shoulders showed above the door. Director Irving Rapper had planned to continue this scene by having George Brent stand by with a large bathrobe for Miss Stanwyck to don as she emerged from the shower. The idea, however, didn't meet with general censorship approval, and, to avoid charges of immodesty, that part of the scene was eliminated.

Another famous bath was Joan Crawford's elaborate submersion as Crystal in "The Women."

Worries Less for Men

With male bath-takers, to be sure, the worries are less, although the same general rules of concealment (but not so stringent) apply. Here, the director only has to be certain that there aren't any giggling girls on the set and that there is plenty of soap and water for the bather.

The most famous of all filmic bath entrepreneurs, of course, is Cecil B. deMille, who dunked all the beautiful ladies of the screen years ago. In fact, he rarely made a picture, a couple of decades back, without a bathing scene in it. Claudette Colbert was plunged up to her white shoulders in a fancy tub for "Cleopatra," and before that, the deMille bathing technique had been applied to Jetta Goudal, Julia Faye, Leatrice Joy and many another bather.

Krasna says that despite his rapidly developing interest in screen bathing, he will never be able to compete with the deMille project in "King of Kings."

"That's the one," said Krasna, "when deMille gave the whole Egyptian army a bath in the Red Sea."

OLIVIA de HAVILLAND WONDERS ABOUT HER LATEST ROLE

Olivia de Havilland, the brown-eyed movie star, is suffering from a slight case of remorse. She wonders what her fans will think has become of her modesty.

For Miss de Havilland is now starring in the new Warner Bros. picture, "Princess O'Rourke," currently at the Strand Theatre, in which she (1) appears in a pair of men's pajamas, (2) takes a bath, (3) barks like a dog, (4) chirps like a bird, and (5) becomes punch drunk on an overdose of sleeping tablets.

"And really," explained the actress, "I've never before cut up like that on the screen. Off-screen,



Still PO 18; Mat 203-30c

Not a bathroom baritone but a bathtub brooder is Olivia de Havilland as she wonders whether she, a real princess, has fallen in love with an airlines pilot (Robert Cummings) in this scene from Warner Bros.' light comedy, "Princess O'Rourke," the Strand Theatre's current attraction.

NOTHING LIKE A BUSTLE TO MAKE A LADY A LADY

There's nothing like a bustle to make a lady feel like a lady. That's the way Olivia de Havilland looks at it, and she ought to know. She has worn bustles aplenty in her time on the screen.

"Frankly," she said, "I thought my bustle days were over, with my role in 'They Died With Their Boots On.' Apparently I was wrong, for here I am — bustled again." "They Died With Their Boots On" was the last costume picture in which Miss de Havilland co-starred with Errol Flynn.

What the Warner Bros. star neglected to explain, however, was that her current bustle, in "Princess O'Rourke," due at the Strand Theatre Friday, is a 1943 model.

The gown with the rear elevation is an Orry-Kelly creation for a fashionable dinner sequence in the Norman Krasna comedy. "I guess I'm just destined to be an old-fashioned girl, even in a modern comedy," sighed Miss de Havilland, the twinkle in her big brown eyes belying the admission.

Adds Dignity

What a bustle does for a girl, the actress believes (besides making her feel demure and respectable), is to add to her dignity. "You simply can't be a rowdy-dowdy with that hunk of cloth bouncing along behind you," she said. "You can't even say 'damn' without being ashamed of yourself for it."

Another pleasant effect of the bustle on the wearer, Miss de



Still OD 1869; Mat 101-15c
OLIVIA de HAVILLAND

Havilland reported, is that it gives her a sense of increased stature and importance: "An advantage a small girl can't afford to overlook."

A hoop skirt, she says, falls in the same class with the bustle. She should know about hoop skirts, too, because her hoop skirt career dates back to "The Charge of the Light Brigade" and almost parallels her bustle career.

Among her other hoop-and-bustle films were "The Great Garrick," "Gold Is Where You Find It," "The Adventures of Robin Hood," "Dodge City," "Santa Fe Trail," "The Strawberry Blonde," and, of course, she wore a bustle as Melanie in "Gone With the Wind."

"Some day," concluded Miss de Havilland, "I'm going to write a book on bustles—a sort of autobiography, and I'll call it 'Bustles, Beaus, and Belles' (or How to Become a Movie Star the Old-Fashioned Way)."



Still OP 37; Mat 301-45c

Olivia de Havilland and Robert Cummings are co-starred in Warner Bros.' romantic comedy, "Princess O'Rourke," a Cinderella story in reverse with the hero loving an "upstairs maid" only to discover she is a real Princess. The film opens Friday at the Strand Theatre.

Robert Cummings Proves Rule In Movies 'Reel' Is Seldom 'Real'

The profound, philosophic thesis that movie stars do not necessarily possess the personalities they portray on the screen is admirably illustrated by the case of Robert Cummings, co-starring with Olivia de Havilland in the new Warner Bros. comedy, "Princess O'Rourke," opening Friday at the Strand Theatre.

Bob Cummings, the film actor, is a flippant fellow, a cute kid with an offhand manner and a devil-may-care look. That is the screen Cummings. The real-life Mr. Cummings is a solid citizen, a reputable burgher of the community, with a wife, an estate, and a sense of social responsibility. He belongs to the best clubs, attends church regularly and is the commander of a Civil Air Patrol.

Studied Engineering

Cummings started out as a very serious young man in Joplin, Missouri. His ambition was to be an aeronautical engineer, but there was an over-supply of them at the time and so he migrated to New York. There he drifted into the drama by enrolling at the Academy of Dramatic Arts in Carnegie Hall.

When it came to getting a job in a Broadway play, though, he drew a blank. There was a cycle of English plays on then and an actor had to be an Englishman to get a job.

Undaunted, Cummings decided to sail for England and absorb the requisite British theatrical background and culture that would enable him to become an actor. While motorcycling through

the town of Harrogate in the British Isles, he noticed a chromium marquee being put up on a local theatre. At that moment something clicked in Cummings' mind. He gave the workmen a guinea and had them put the following legend on the marquee: Blade Stanhope Conway in Shaw's immortal "Candida." The "Conway" was inspired by Conway Tearle, "Stanhope" was a name in "Journey's End" for which Cummings had once unsuccessfully auditioned, and "Blade" was something that had stuck in his memory when he had heard a curtain line in a Broadway play to the effect that "He's great. He's a blade of a fellow."

Cummings then got the proprietor of the adjoining camera shop to photograph him standing under the marquee. He made up eighty prints of the picture and sent them to American theatre managers and producers with a note explaining that he was the youngest British author-producer-actor and was about to embark for New York. The ruse worked and when Cummings returned to Manhattan he found that he had a job as the very British Reggie Fanning in Arthur Hopkins' production of Galsworthy's "The Roof."

Broadway Britisher

For the next four years Cummings—masquerading under the name of Conway—was a Broadway Britisher. He acquired a Ford with a right-hand drive, British clothes and a set of English cronies. His subterfuge was so successful that he advised a friend

to do the same thing. She did. She changed her name to Margaret Lindsay, went to England and returned to be promptly put under contract by a movie studio.

Hollywood became interested in Cummings, too, at this time. He was screen-tested, but, ironically, it was his British accent that stood in the way of his being signed. The British vogue had now become passe. Finally, one day, Cummings was tipped off that King Vidor was frantically seeking a Texan to play the leading role in "So Red the Rose." He diligently rehearsed a Texas drawl all night and reported to Vidor the next day. Vidor listened to him for a moment and immediately gave him the job.

Screen Career Starts

So Cummings was embarked on a screen career under his rightful name. It took him two years, however, to lose his English accent. He has still not lost his interest in aeronautical engineering and occasionally delves into his library of weighty, scientific tomes—which just goes to prove again that he is essentially a very serious guy.

Since his film debut in "So Red the Rose" in 1935, Cummings has appeared in nearly forty pictures. Through the years these include such films as "Border Flight," "Wells Fargo," "I Stand Accused," "Three Smart Girls Grow Up," "Rio," "Charlie McCarthy, Detective," "Private Affairs," "Spring Parade," "Free and Easy," "The Devil and Miss Jones," "It Started With Eve," "Kings Row" and "Saboteur."

JUST IN CASE YOUR WIFE-TO-BE IS A PRINCESS . . .

How does an American commoner react when he learns the girl he is going to marry is a real, live Princess?

That's what Robert Cummings was left to determine on Stage 15 at Warner Bros., where he was appearing in a scene from "Princess O'Rourke," with Olivia de Havilland as the Princess. The picture is the current attraction now featured at the Strand Theatre.

Director Norman Krasna, who wrote the screen play, had his ideas as to how Cummings should play the scene. So did Miss de Havilland, and so did Jane Wymann and Jack Carson, who were standing by, ever ready with a word of advice.

The scene was to begin as Cummings returned to the room where his royal fiancée awaited, after having been taken quietly aside by the Princess' uncle and notified that the girl was not an upstairs maid as Cummings had suspected, but Princess Maria of an unidentified European kingdom.

On His Own

Krasna decided that it would be better to let Cummings figure that one out for himself. "It all depends on how you look, Bob," he advised, "because you aren't going to say a word. You're just going to stare—at Olivia."

So in three rehearsals, Cummings tried three different methods of playing the scene:

1. He bounded into the room,



Still RC 11; Mat 103-15c
ROBERT CUMMINGS

with an excited gleam in his eyes and held out his eager arms to the Princess.

2. He stalked into the room with his head hanging and his arms and shoulders drooping, as though he were a bad boy who had just been strapped.

3. He wobbled into the room with his shirt collar unbuttoned, his tie askew, his hair tousled, and his fedora crumpled between his damp palms. His eyes were glazed in bewilderment.

Which way was selected by the unanimous vote of the onlookers on the set? It was the third way, of course.

"Because," agreed Director Krasna, "that's just exactly the reaction a young American would have to such amazing news. There's nothing more bewildering, I imagine, than to learn you are about to play the lead in a Cinderella story—with yourself cast as Cinderella!"

(Ed. Note: Just in Case Olivia de Havilland Fans Are Worried, Robert Cummings Was Only Kidding)



Olivia de Havilland was chagrined.

And Robert Cummings, her co-star in Warner Bros.' light comedy, "Princess O'Rourke," now at the Strand Theatre, only continued to add to her embarrassment.

The handsome white bathtub in which Miss de Havilland bathed for a scene was lined with a black ring. Cummings made it a point to show the tub (with special attention to the water-mark) to all visitors on the set.

But Miss de Havilland's frantic explanations that it was "—er—body make-up, you know" completely failed to have any effect on her ribbers.

JACK CARSON'S FAVORITE HOBBY? ACTING, HE SAYS

Acting, says Jack Carson, is his favorite hobby.

He likes to swim, he likes to play golf, he likes to play papa to his baby, he likes to stay at home and he likes to eat.

"But best of all," he said, "I like to act."

And to watch Jack Carson engage in his on-set and off-set monkeyshines, you would know for sure that he is telling the truth.

Currently appearing with Olivia de Havilland, Robert Cummings, Charles Coburn and Jane Wyman in Warner Bros.' "Princess O'Rourke" at the Strand Theatre, Carson is always The Actor.

Sixth Picture in Year

"Princess O'Rourke" is Carson's sixth picture in less than a year. It isn't only that he is a hard-working player that he is kept so busy, but it is also because, as said before, he likes to act.

"Funny thing," remarked Carson, "no matter what kind of role I play, I'm always Jack Carson. That's what people tell me, anyway. There's nothing I can do about it, despite the fact that with each new part, I always try to give Jack Carson a new twist. And if you think it isn't acting to give Jack Carson a new twist, you're crazy!"

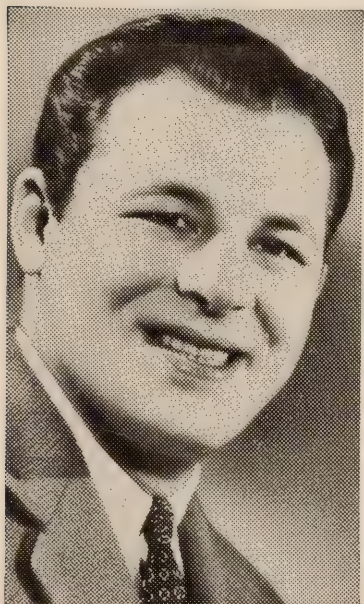
Fundamentally, Carson is a comedian, but like any good comedian, he has a fine sense of the dramatic, as demonstrated in two recent pictures: "The Hard Way," in which he is driven to suicide by the evil machinations of Ida Lupino, and "Gentleman Jim," in which he loses Alexis Smith to Errol Flynn.

Happy in New Role

Right now, Carson is glad to be back in a light-of-heart role as Robert Cummings' good-natured pal in "Princess O'Rourke." In this film, Carson doesn't have to worry about getting the girl for himself. He has Jane Wyman as his wife from the very first scene. But he is faced with the problem of fretting over the making of a match between Miss de Havilland and Cummings.

"It's really easy, though," he says. "To be a screen match-maker, I mean. You just egg 'em on and set a good example and the first thing you know, you've got a romance in full bloom."

"Of course," he added, "it's the acting that does it. Did I mention how much I like to act? Well, it's like this . . . See? . . ."



Still Carson 14; Mat 111-15c
JACK CARSON

Women-in-War Note in Film

Director - writer Norman Krasna introduces a women-in-war note in Warner Bros.' "Princess O'Rourke," now at the Strand Theatre.

He picked two women bit players to enact the roles of truck-drivers in the film. They are Jody Gilbert and Patricia Reynolds. They wear overalls and work-caps.

The only catch was that he had to teach Miss Gilbert to drive the truck first.

COMEDIAN CLAIMS RECOGNITION AS DRAMATIC ACTOR

His dramatic status has altered considerably, Jack Carson says, since he last worked in a movie—

"The Male Animal"—with Olivia de Havilland.

"I was just a buffoon then," Carson admitted. "But things are different now. Because I've become a dramatic actor. I have, indeed, realized every comedian's dream. I committed suicide." That was in "The Hard Way."

"So please, Miss de Havilland," he continued, "I expect a certain amount of respect from now on."

Thus did Carson greet Olivia de Havilland on their first day's work together in Warner Bros.' "Princess O'Rourke," now at the Strand Theatre.

Miss de Havilland was agreeable. "All right," she said, "but what'll I do?"

"What'll you DO?" echoed Carson. "Why, treat me like a dramatic star, that's all. How would you treat Charles Laughton, for instance? Respectfully, I bet, and with no horseplay, either. And that's what I expect. Just think of me as the Charles Laughton of Burbank. That's ALL I ask."

"Okay, Chuck," answered Miss de Havilland, who was never one to argue with a great dramatic star — especially one who had "committed suicide!"

COMBINES BUSINESS WITH PLEASURE

Jack Carson is convinced that, from a therapeutic standpoint, "Princess O'Rourke" is the best picture he has ever worked in. The new Warner Bros. film is now at the Strand Theatre.

Few actors struggle more diligently than Jack to avoid obesity. Under the supervision of Mushy Callahan, Carson, who now tips the scale at an even 200 pounds, has taken strenuous workouts daily for a long time.

The net result has been the loss of ten pounds, but there have also been aching muscles and strained ligaments.

During filming of a scene in a steam room for "Princess O'Rourke" at Warner Bros., seven more pounds dripped off Carson and he didn't need to twitch a muscle. Jack thinks he has discovered the ideal method of making a living while reducing comfortably.



Still PO 53; Mat 207-30c

Olivia de Havilland is co-starred with Robert Cummings in the Strand Theatre's new comedy attraction, "Princess O'Rourke." The Warner Bros. picture opens there on Friday.

About Coborns of England And Coburns of America

Charles Coburn, the film player, currently featured in Warner Bros.' new comedy "Princess O'Rourke," due at the Strand Theatre Friday, and Charles Coborn, veteran of the London music halls who wrote and introduced the song hit, "The Man Who Broke the Bank at Monte Carlo," have never been able to break up the Dromio complex of the British press, which for years has confused the names of the two actors, identical but for the second vowel.

Coburn of Hollywood, New York and Savannah is not surprised to receive English newspaper clippings reporting his enthusiastic reception as he toured army camps in the British Isles, the while he was busy on the "Princess O'Rourke" set at Warner Bros. Studio in Burbank, Calif.

Nothing Unusual

Nor is Coborn, the London actor, astonished to read his praise as the heavy in "Kings Row" or a paragraph to the effect that he is attacking American universities for not training dramatic students to be real actors instead of amateurs or even a news quib that he's been "father" (in the movies) to such distinguished "daughters" as Barbara Stanwyck, Alexis Smith and Ginger Rogers, and "uncle" to glamorous "nieces" as Olivia de Havilland and Bette Davis.



Still PO 12; Mat 104-15c
CHARLES COBURN

JANE WYMAN PUTS IN A GOOD WORD FOR BROWNETTES

Now that Jane Wyman is somewhat less blonde than she has been for the past four years, she feels it is incumbent upon her to modify some statement she has made in the past.

"When I became as blonde as corn on the cob back in 1938," recalled Miss Wyman, with just a hint of apology in her voice, "I made some remarks about blondes having more fun than brunettes, because they were bound to attract more attention. Maybe I was right, and maybe I wasn't. But I'm changing my mind now — along with my hair."

Miss Wyman's hair is back to its normal light brown for her role in Warner Bros.' "Princess O'Rourke," with Olivia de Havilland and Robert Cummings, scheduled for the Strand Theatre Friday.

To the Rescue

"It's high time," she continued, "that a word be said in behalf of the brunettes. That's what I am anyway, and I ought to get in there and pitch for my brunette sisters."

The actress pointed out that when she became a blonde, she took the color transformation after a great deal of profound consideration, finally arriving at the decision that it would be good business for her career if she joined the blonde cult, because she would be more noticeable "with a golden halo."

"Anyway," she said, "somebody told me that I had a nose that went with blonde hair; a blonde nose, in other words, I guess. So I became a blonde."

Neglected Too Long

As for brunettes, she reasons today, they have been too long neglected. "People are always saying," Miss Wyman declared, "'Oh, she's a pip of a blonde,' or 'Check that sultry brunette,' or 'Wow! Here comes a gorgeous red-head.' It's time people paid attention to the in-betweeners."

Besides that, she reasons, the old saw about gentlemen preferring blondes is as dated as Jack Benny's Maxwell. So Jane Wyman announces that from now on, she is conducting a one-woman campaign in behalf of brunettes.

"They are just as pretty and just as shapely as the others," she concluded with a determined gleam in her brown eyes that almost match her brown hair. "And they have just as much fun and just as many boy friends."



Still PO 610; Mat 102-15c
JANE WYMAN

SHOE-LESS WEDDINGS SOMETHING NEW— EVEN IN HOLLYWOOD

Olivia de Havilland in her stocking feet and Robert Cummings in his stocking feet were married on Stage 3 at Warner Bros. by a venerable Justice of the Supreme Court who suffered from cold feet.

It was a scene for "Princess O'Rourke," now at the Strand Theatre, and director Norman Krasna boastfully declared that this is the first stocking-footed wedding the screen has ever had. "I may be wrong," he said, "but I doubt it."

Couldn't Awaken Uncle

Reason for the shoe-less wedding was that the bride's uncle (Charles Coburn) was asleep in an adjacent room and Uncle would have put a quick stop to the ceremony had he awakened then.

So it was not only a shoe-less wedding, it was also a whispered one.

Harry Davenport plays the role of the Justice. "Let's hurry this," he complained as he pulled his coat closer around his pajama-clad body. "My feet are mighty cold."

The ceremony was over in a flash.

"Say!" blurted the startled bridegroom. "Is that all? I don't think that was legal!"

"Huh!" snorted the judge, "If I can't make a marriage legal, everybody in America is ipso facto. Will you please get out of here?"

Another Screen Wedding

So Olivia de Havilland and Robert Cummings gathered up their shoes, tip-toed out the door in their stocking feet, and another screen marriage was on record.

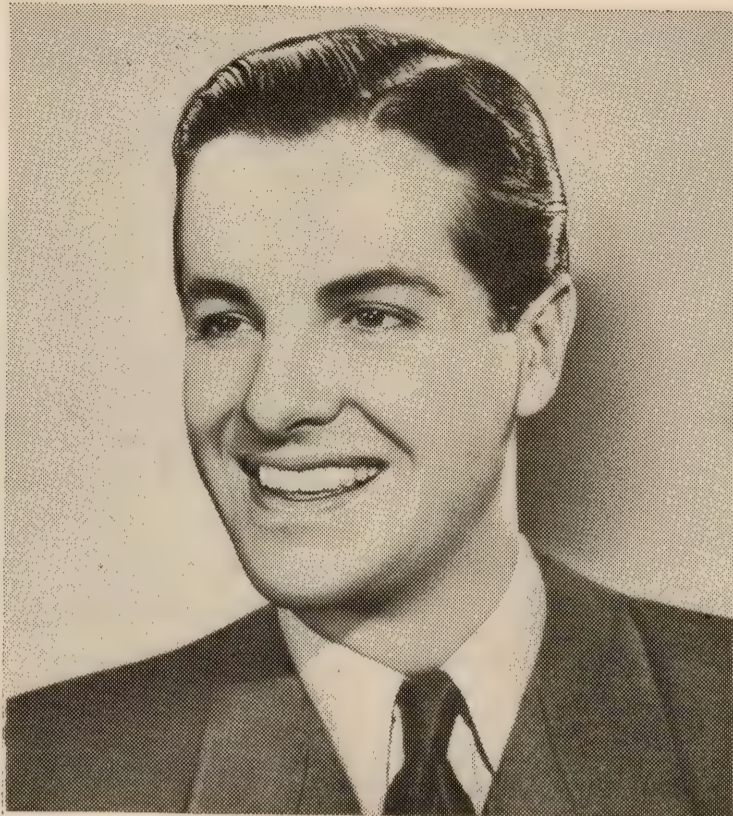
"Let's see," said Cummings afterwards, between takes. "This was our first marriage, wasn't it, Olivia?"

"Yes," she answered.

"My last film bride was Priscilla Lane," he said.

"Bigamist," said Miss de Havilland. Then added, "My last film husband was Dennis Morgan."

"Wonder whom we'll marry next?" they chorused.



Mat 205-30c

Robert Cummings is cast opposite Olivia de Havilland in Warner Bros.' new romantic comedy, "Princess O'Rourke." The picture opens its engagement there today.

Look in Eyes, Tilt of Head Proclaims Love, Says Olivia

"It's all the look in your eyes and the tilt of your head," remarked Olivia de Havilland, with the assurance that comes of knowing whereof one speaks.

The actress was talking about the love-smitten expressions she had just directed at Robert Cummings while they were doing a close-up dancing scene for "Princess O'Rourke," the new Warner Bros. comedy scheduled for the Strand Theatre Friday.

Ballroom dancing and love-making, Miss de Havilland continued, don't always fit together as cosily as most people think. In the first place, the dancers often look more like wrestling bears than dancers; and in the second place, there is likely to be some toe-crushing when the love-making becomes more important than the dancing; and conversely, the romancing is likely to lose its genuine quality if the romancers concentrate too heavily on their dancing.

"So," Miss de Havilland said, "in this scene with Bob, I relied entirely on the heart-sick, love-charged expression in my eyes and the way I laid my head on his

shoulder and snuggled—kind of—close against him.

"To top it off, just in case everybody doesn't understand that I'm supposed to be in love with him, I draw my head back and look soulfully up into his face, then when he catches me at it, I flick my eyelids coyly and drop my face against his shoulder again. That ought to cinch it."

Commenting on her partner's talent as a ballroom dancer, Miss de Havilland credited Cummings with being "one of the smoothest dancers I've ever met."

"Proof of that," she added, "is the fact that in this love-and-dancing scene, my head didn't bob up and down on his shoulder like a bouncing ball; it just rested there quietly as though it were ensconced on a billowy cloud. Ah, me!"

OLIVIA, CURTAIN, SUN GET TOGETHER

Olivia de Havilland, one waving curtain, and one streak of sunlight (studio-manufactured) couldn't get together on Stage 15 at Warner Bros.

Miss de Havilland, spending the day in bed for this particular scene in Norman Krasna's comedy, "Princess O'Rourke," now at the Strand Theatre, was to be awakened, as the script went, by a ray of morning sunshine. The rub was that the curtain had to wave at just the right moment to open the way for the sunshine that was to cross Miss de Havilland's pretty brow and arouse her.

It was tricky to time but all three factors had to register because, not even in Hollywood, could an actress be awakened by sunlight on the back of her head.

Krasna, directing his first motion picture, was certain that, given enough time, his star, his curtain, and his sunshine would, by the law of averages, make their three-way connection.

So he waited patiently while his star slept, the curtain waved and the sunshine shone. And sure enough, pretty soon, it worked perfectly.

Director Krasna didn't shout "Cut!" as directors do when a scene is completed. He shouted: "On the beam!"

Still Service

Stills available on most of the scene cuts on the publicity pages in this campaign plan. Price: 10c each. Order by still number indicated under each cut, from Campaign Plan Editor, 321 West 44 Street, New York 18, N. Y. If still number is not given, photo is not available because the cut was made from a special retouch or a composite. (*Asterisk denotes still is available at local Vitagraph Exchanges.)

NORMAN KRASNA FINDS USE FOR SLAPSTICK COMEDY

Norman Krasna, who belongs to the new school of film-making, subscribes to at least one favorite device of the old school. The redoubtable Mr. Krasna appreciates the value of slapstick comedy.



Mat 105-15c

As the writer and director of Warner Bros.' "Princess O'Rourke," the Strand Theatre's new comedy starring Olivia de Havilland and Robert Cummings, Krasna has scattered slapstick through his movie like raisins in a bun.

"Just a touch here," he said, "and just a touch there. Make the audience think they are going to get a lot of slapstick, then don't give them very much at all."

Gag Develops in Rehearsals

On stage 15, Krasna was directing Robert Cummings, Jack Carson and Jane Wyman in a scene that provided the perfect excuse (if not the reason) for a typical Krasnan comedy touch. The gag developed during rehearsals on the set.

Cummings, after breaking the news to Carson and Miss Wyman that he was going to marry Olivia de Havilland, was about to leave the apartment. "Don't be so nervous," advised Carson. "Who's nervous?" answered the jittery Cummings. "I may be a little excited, but I'm not nervous"

Whereupon he started to open a door. "Oh, no," he said cockily. "You thought I'd walk into the closet, eh? That's too old." He walked to the other door. "Good night." He opened the door. Crash! Down upon his head came golf clubs, pillows, lamp shades, and suitcases. Sure enough, that was the closet.

Says Carson: "You're not nervous!"

Says Wyman: "You're not excited!"

Says Cummings, going back to the first door: "Good night!"

IT'S OFF AGAIN, ON AGAIN FOR COBURN'S MONOCLE

It's off again, on again with Charles Coburn's monocle.

When the actor reported for work in Warner Bros.' "Princess O'Rourke," the Strand Theatre's current comedy, the first thing he did was to check with Norman Krasna, the director, as to whether he does or he doesn't.



Mat 108-15c

Charles Coburn

"You do," said Krasna, and that settled that.

Coburn calculates that his monocle has figured in about half his movie roles. He wears one in real life all of the time, because his left eye is much weaker than his right.

Wore It in 'Kings Row'

When he came to Warners to appear in "Kings Row," Coburn acted the doctor role with a monocle. Then he appeared in "In This Our Life" without the single eyeglass. For his role in "George Washington Slept Here," he took it off, but put it back on again for his part as Alexis Smith's father in "The Constant Nymph."

Now in "Princess O'Rourke," the monocle is back in place. "And I'm glad," said Coburn. "Frankly I think I can act better with that gadget in my left eye."



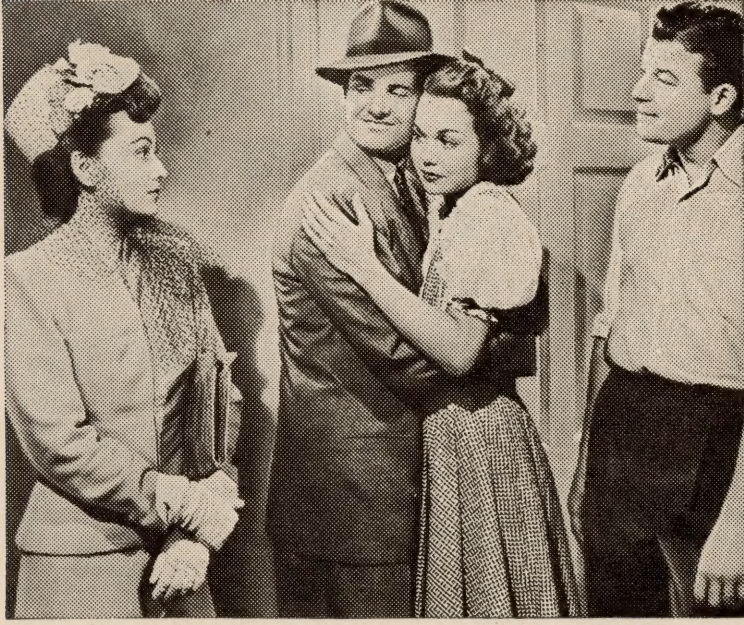
Still PO 64; Mat 400-30c

Charles Coburn and Olivia de Havilland appear in this scene from "Princess O'Rourke," a romantic comedy with a Cinderella-in-reverse story. The Warner Bros. picture opens at the Strand Theatre Friday.



Mat 202-30c

Olivia de Havilland and Robert Cummings are cast opposite each other in the Strand Theatre's current feature attraction, "Princess O'Rourke," a light comedy. It is a Warner Bros. picture.



Still PO 40*; Mat 204—30c

Olivia de Havilland, Robert Cummings, Jane Wyman and Jack Carson play leading roles in Warner Bros.' romantic comedy, "Princess O'Rourke," now at the Strand Theatre.

ROBERT CUMMINGS A PILOT, WASN'T TYPE — UNTIL NOW

Robert Cummings is playing his first role as an airplane pilot in "Princess O'Rourke," the new Warner Bros. film currently at the Strand Theatre.

And that, believes Cummings, is news.

"Funny thing," he said, "but I was never The Type before."

"Of course," he went on, "I've only been flying for 15 years. I soloed on June 18, 1927, at Joplin, Missouri, and I've had more than 1600 hours flying time since. But somehow or other, whenever I was up for a pilot role, I was disqualified because I wasn't the type."

In the course of his eight years in Hollywood during which time he has appeared in nearly forty pictures, producers have found Cummings to be nearly all the other "types" imaginable—a serious medical student in "Kings Row," a fugitive in "Saboteur," to mention only two—but he was never in the role he knew best, until he was cast by Warner Bros. for "Princess O'Rourke."

Cummings plays the part of Eddie O'Rourke, commercial airline pilot, in the Norman Krasna film, and when he wasn't before the cameras, he was doing duty as a squadron commander with the Civil Air Patrol.

Between scenes on the set, Cummings stayed in his dressing room studying meteorology, navigation, and allied subjects. His dressing room, cluttered with textbooks, protractors, navigation charts, and other equipment, looked more like a classroom than an actor's dressing room.



Still PO 63*; Mat 206—30c

Robert Cummings reacts to the news that the "upstairs maid" he loves is a real, live Princess in this scene from the Strand's "Princess O'Rourke" as Olivia de Havilland (the Princess) and Minor Watson stand by.

Blouses Make a Costume, Say 'Princess O'Rourke' Stars

Give star billing to your blouse, says Leah Rhodes, famous Warner Bros. fashion designer. Let it carry the show in the fashion picture. It can be the most attention-getting item of your wardrobe, if you give it the right build-up. As accompaniments to suits and to separate



Mat 113—15c

skirts, now extremely basic and limited in style, they can be depended upon to give that certain "lift" to your ensemble. Olivia de Havilland and Jane Wyman, currently appearing in Warner Bros.' comedy, "Princess O'Rourke," at the Strand Theatre, have long learned to resort to lovely blouses to "make" a costume.

For Evening Wear

Miss de Havilland makes use of a blouse to transform her black satin daytime suit into a stunning glitter ensemble for evening wear. The slim skirt has slight front drapery and self-band, ending in a bow at the front. The jacket is long-sleeved and cut away at the front to reveal the skirt bow. The long-sleeved deep-necked blouse of nude-pink is embroidered in rosy-pink beads and rose sequins. Without the suit-jacket, the blouse transforms the ensemble into a very dress-up, short-skirted fashion.

A simple purple work suit is buttoned up for daytime wear by Olivia de Havilland. For cocktail or more dressy occasions, the jacket is opened to expose a violet and silver lame lining and matching blouse accented with purple wool bands caught up to a neck-bow.

A favorite gray wool suit of

Norman Krasna Shoots His Own

Norman Krasna, directing Warner Bros.' "Princess O'Rourke," his first picture, now at the Strand Theatre, has his own system of checking the progress of his show.

He brings his own 8mm movie camera on the set and shoots the scene himself during rehearsals. Then, at night, he uses his home projection machine to study the day's work.

Jane Wyman's is highlighted with a short-sleeved black satin blouse cut with a high, straight-across-neck in front and deep V at the back. Perfect for daytime with black accessories and a diamond clip, it becomes an ideal dinner ensemble with jacket removed.

Two-color blouses are excellent for toning up black suits, according to young Jane. She prefers bright shades such as combinations of red and gold, Mexican blue and pink, kelly green and gold.

AFTERNOON PICK-UP FOR YOUR MAKE-UP

In these days of hectic hustle and bustle, few women have the time to give themselves a complete make-up change during the day. Because of this, and because they are not aware of the tricks that give the morning make-up a mid-afternoon pick-up, they begin to look tired and haggard about that time.

Olivia de Havilland, who is currently featured in Warner Bros.' comedy, "Princess O'Rourke," now at the Strand Theatre, is often rushed but finds that glow can be added to a tired make-up job by simply rubbing it gently with a damp, cool towel. "Followed by a film of patted-on powder, any make-up will look new."

Remove Lipstick

Lipstick trouble can be remedied by completely removing the original application. Be sure to use cleansing tissues for this chore. Then re-align your mouth via a lipstick brush and fill in with the stick rouge. Blot the excess paint on a clean tissue and pat face powder right into the lips. Apply more lip rouge. Allow to set a moment, then blot again.

Eyes will lose their tired look if a speck of vaseline is spread very thinly over the lids. Don't use too much or you will get a greasy look, rather than that dewy-eyed appearance you're striving for. Then apply a thin coat of mascara, working from the inside to the tips of the lashes. Never, at any time, put mascara on the lower lashes.

When powder begins to cake, resort to the damp towel trick. There is nothing more aging than a face that looks like a powder mask.

Well-Balanced Diet Essential to Facial Beauty

It is a well-known fact now that beauty—basic beauty—comes from within. So thinks lovely Olivia de Havilland, currently starring in Warner Bros.' comedy, "Princess O'Rourke," at the Strand Theatre. Olivia is all for a well-balanced sensible diet that includes leafy vegetable, fresh fruit and green



Mat 112—15c

and yellow cooked vegetables, plus lean meats. Such a diet will keep milady's skin smooth and fresh and particularly receptive to her make-up.

Dieting sensibly, under a doctor's care, is wise. But dieting by eliminating certain so-called "fattening" foods is disastrous to a person's well-being. For instance, don't ignore completely your fatty products. Butter, cream, cheese and bacon are necessary to the diet. Oils within the the body need replenishing, especially so the glands that lubricate the face.

Potatoes Necessary

Potatoes should never be completely eliminated from the diet, for that humble vegetable is rich in vitamin C and iron. Sweets supply the necessary carbohydrates. Meats, eggs, cheese, fish, poultry and baked beans supply protein.

By eliminating any or all of these foods from the daily diet you throw the chemical content of the body off kilter. Only your doctor, who knows your individual body needs, can keep you from destroying the necessary balance in your system. You, however, can cut down on the amount of food you eat without causing any internal disturbance.

Acne, dry skin, over-oily skin

and other facial eye-sores usually can be overcome by correcting the diet. This way you can achieve a smooth skin that takes kindly to make-up. Remember, says Olivia, that make-up is designed principally to enhance your beauty, it should never be used to camouflage skin eruptions or other causes of bad complexion. Correct the faults and rely on your make-up to play up and glamorize your best features.

STAR BREAKS LAWS FOR GLAMOR GIRLS

Within one hour, Olivia de Havilland violated four of the fundamental laws governing the screen behavior of cinema glamor girls.

She made an ugly face. She made a funny noise. She barked like a dog. And she hid her beautiful brown eyes behind horn-rimmed spectacles.

She did all this for her art—for her role in "Princess O'Rourke," the new Warner Bros. comedy now at the Strand Theatre.

"Here," said director Norman Krasna, pointing to a page in the script, "you twitch your mouth and pretend you have a nervous tic." Miss de Havilland nodded.

"And here," continued Boss Krasna, "you chirp like a canary—you know—beep, beep!" Miss de Havilland nodded.

"Here you bark like a dog." Miss de Havilland nodded.

"And over here, you put on spectacles and read a book."

Miss de Havilland nodded, then she twitched, beeped, barked and put on her spectacles.

"I may not be a glamor girl," she said, "but when this picture is over, I can always get a job doing bird imitations or impersonations of eccentrics."

Olivia de Havilland Takes No Chances

Olivia de Havilland greeted Robert Cummings on his first day of work in Warner Bros.' "Princess O'Rourke," now at the Strand Theatre, wearing a catcher's mask, a padded chest protector, and boxing gloves. Never having worked with Cummings before, Miss de Havilland said she wanted to be well protected until she learns how Cummings treats his leading ladies.

China Relief Song In Strand Film

"Honorable Moon," the Arthur Schwartz-Ira Gershwin-E. Y. Harburg song written for China Relief, receives its screen introduction in Warner Bros.' "Princess O'Rourke," now playing at the Strand Theatre.

Nan Wynn, noted songstress, sings it in a special sequence in the film. All proceeds from the sale of the tune go to the Chinese aid organization.



Still PO 20; Mat 110—15c

OLIVIA de HAVILLAND

is starred in Warner Bros.' comedy, "Princess O'Rourke," now playing at the Strand Theatre.

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50 to 99	70c each
100 and over	60c each
THREE-SHEETS	
50 to 99	32c each
100 and over	28c each
ONE-SHEETS	
50 to 99	11c each
100 and over	9c each



3-SHEET
Rental: 24c



6-SHEET
Rental: 48c

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